

## Curriculum Crosswalk Template

**Course: 0500**

**Subject Matter Expert (SME) Name: Principles of Management**

**Date: 01-16-03**

**Program Area: Marketing Education**

**The student will:**

<b>Present Tense/Action Verb</b>	<b>Adjective</b>	<b>Object (limit to one object)</b>	<b>Method of Evaluation/Assessment</b>	<b>Idaho State Achievement Standard</b>	<b>National Standard</b>
Develop	written	communication skills	Utilize communications skills using written memos and case study analysis		
Exhibit	ethical	behavior	Demonstrate proper behavior when dealing with customers and co-workers.		
Demonstrate	proper	human relation skills	Prepare oral presentations in mock role-plays		
Exhibit	oral	communication skills	Prepare oral presentations in mock role-plays		
Perform	proper telephone	technique	Create sample phone greetings and introductions and present to class		

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Prepare	a schedule	for time management	Create a schedule of activities for students to complete in DECA		
Demonstrate	self-control	in handling customer complaints	Prepare oral presentations of mock-role plays		
Understand	personal	traits	List personal traits necessary to understand customers, friends, and family.		
Demonstrate	the skill of	goal setting	Write goals for current year, post-secondary, and career		
Understand	the skill of	assertiveness	Show the differences of assertiveness, being pushy, and aggressive		
Apply	the concept of	teamwork	Assign group projects for competition in DECA		
Explain	the concept of	vertical organization	Diagram an organizational chart for the DECA store or a CO-OP workstation		

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Explain	the concept of	horizontal organization	Restructure the traditional vertical organization using the DECA store or CO-OP workstation		
Identify	functions of	management	List and describe functions of management		
Analyze	self-esteem	in motivation of employees	Create a reward system in class or DECA store		
Explain	functions of	management information systems	Apply information gathered from DECA store or CO-OP workstation for analysis		
Identify	types of	marketing research	Create a flow chart distinguishing the different types of marketing research		
Describe	the five steps of	the marketing research process	Assign the marketing research written event to teams of students		
Distinguish	collection methods for	primary data	Construct questionnaires, surveys, and		

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